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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/711,261

11/10/2000

John DeMayo

08011.3010-00000

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02/11/2009

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER  
LLP

901 NEW YORK AVENUE, NW  
WASHINGTON, DC 20001-4413

EXAMINER

CHAMPAGNE, DONALD

ART UNIT

PAPER NUMBER

3688

MAIL DATE

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**Please find below and/or attached an Office communication concerning this application or proceeding.**

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
09711261	11/10/2000	DEMAYO ET AL.	08011.3010-00000

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER  
LLP  
901 NEW YORK AVENUE, NW  
WASHINGTON, DC 20001-4413

**EXAMINER**

Donald L.. Champagne

ART UNIT	PAPER
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3688	20090209B
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**Commissioner for Patents**

This is a supplement to the interview summary and advisory action prepared and sent to mailing on 9 February 2009. In these actions the examiner failed to note that the rejection of record can be overcome by amending the claims so as to replace "advertiser-chosen word", e.g. ,at claim 1 line 11, with -- advertiser-chosen human-language word --. Support is at spec. p. 7 line 19 to p. 8 line 27, including Fig. 5A.

/Donald L. Champagne/  
Primary Examiner, Art Unit 3688